



TALKS, WEBINARS & WORKSHOPS 2022

LIKEMIND MEDIA

CONTENTS

SESSION TITLE	TIME	PAGE
Building a Stronger LinkedIn Network	2 hours	4
Get Leads & Learn to Love LinkedIn	3 hours	5
Get to Grips with Instagram	6 hours	6
Telling Stories on Stories	1 hour	7
Make Life Easier with Social Media Tools	2 hours	8
Get Set for Social Commerce	1 hour	9
Telling Your Business Story Through Imagery	3 hours	10
Getting Started with Video Marketing	1 hour	11
How to Have Greater Impact with Social Media	2 hours	12
Video Marketing with Only a Phone	3 hours	13
Don't be a Twit, Twitter is Lit	3 hours	14

CONTENTS

SESSION TITLE	TIME	PAGE
Seriously, People are STILL using Facebook	3 hours	15
Optimising Your Facebook Page	1 hour	16
LinkedIn: How to take your team from WTF to the GOAT	2 hours	16
Stop Wasting Time: How to select the right social media platforms for your business	30 mins	17
Start Podcasting for Your Business	6 hours	18
The Social Media High Street	2 hour	19
Using Social Media to Market Your Business More Effectively	6 hours	20
What's New in Social Media	1 hour	21

BUILDING A STRONGER LINKEDIN NETWORK

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 2 HOURS

Do you use LinkedIn as a tool to generate enquiries or to build your business contacts? If so then this webinar will give you some practical tips on how to get the most of your profile.

It used to be the case that LinkedIn was just a place to put a copy of your CV online and wait for recruitment agencies to approach you. Whilst that does still happen, today LinkedIn is a platform that offers an online place to network, raise your professional profile and find sales leads.

Session includes:

- How to update your profile to show you at your best and attract connections
- How to gain endorsements and recommendations from your connections
- How to search for new sales leads
- Strategies for building your network
- Whether company pages are worth setting up and how to make the best use of them within your business
- LinkedIn Premium: is it worth it?



GET LEADS & LEARN TO LOVE LINKEDIN

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 3 HOURS

Would you like to use LinkedIn as a tool to generate enquiries or to build your business contacts? If so, then this workshop will give you some practical tips on how to get the most of the LinkedIn platform.

It used to be the case that LinkedIn was just a place to put a copy of your CV online and wait for recruitment agencies to approach you. Whilst that does still happen, today LinkedIn is a platform that offers an online place to network, raise your professional profile and find sales leads.

In addition to building a network, you'll also want to learn about the additional products and features as part of the LinkedIn family and how best to use them.

Session includes:

- How to update your profile to show you at your best and attract connections
- How to gain endorsements and recommendations from your connections
- How to search for new sales leads
- Strategies for building your network
- Using company pages to deliver your marketing strategy and get people on board
- LinkedIn events – publicising your event activity online and in person
- LinkedIn Premium

GET TO GRIPS WITH INSTAGRAM

AVAILABLE:  IN-PERSON

SESSION LENGTH: 6 HOURS

Over 1 billion people use Instagram, with half of those accessing the platform every day. Is this a platform that your business can afford to ignore?

Instagram continues to be developed rapidly, with the platform moving away from just a social media network into a broadcasting suite, entertainment hub and ecommerce store. Younger audiences in particular are living their entire lives through Instagram: finding products and services they love and sharing them with their friends.

It's not all aspiration and inspiration. Increasingly there is a business case for all organisations to have some presence on Instagram, but understanding the many applications of the platform can be overwhelming. This workshop will break down the different functionality available and feed into specific additional webinars available on this programme.

Session includes:

- The business opportunity with Instagram
- Setting up a business account
- Optimising your profile bio
- Planning your grid posts
- Hashtags and other ways to increase your reach
- Instagram stories
- IGTV, Reels, Stories & Guides – content to further your growth
- Instagram Shopping – turning your social media into ecommerce

TELLING STORIES ON STORIES

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 1 HOUR

The story format has been around for a number of years and is becoming increasingly popular to use for businesses to communicate with their customers.

In this webinar, you'll see the potential in stories, whether on Instagram, Facebook or TikTok, how to use and how to create compelling content using the story format.

Session includes:

- The opportunity with stories
- Things to post in a story
- How to create a story
- The different types of creative options in your story
- How to tell a story using the feature



MAKE LIFE EASIER WITH SOCIAL MEDIA TOOLS

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 2 HOURS

Using social media is a great way to market your business, engage with your audience and drive people towards sales. But one of the greatest challenges is managing the setup, posting schedule, creating the content and understanding the results.

In this webinar, we'll cover a multitude of tools that can be used to make your use of social media more efficient, more effective and help you understand what's working.

Session includes:

- The benefits of using tools to enhance your social media
- Understanding budget constraints and how that affects your selection of a tool
- Social media scheduling tools
- Image creation tools
- Video creation tools
- Content aggregation services
- Analytics tools



GET SET FOR SOCIAL COMMERCE

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 1 HOUR

More and more consumers are choosing to search and explore products to purchase via social media platforms. Modern shopping experiences on these platforms are straightforward to set up and can improve the number of purchases made from you.

In this webinar, you'll see the potential in social shopping, how to set it up, and how to create content that links to your product.

Session includes:

- How certain demographics use social media to discover products and why this is relevant to shopping
- The transition from bricks and mortar to online
- Benefits of social shopping to consumers and businesses
- Different platforms with social shopping options: Instagram, Facebook, Pinterest
- The process of setting up your store
- Examples from national and East Midlands based businesses
- Tips to succeed

TELLING YOUR BUSINESS STORY THROUGH IMAGERY

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 3 HOURS

With so much information available to them, customers are already 70% of the way through the buying journey before they even reach out to a business that can provide a product or service.

With so much choice, your customers are considering not just WHAT to buy but from WHOM? How do you ensure that your business is the one they choose?

In this workshop, we'll show why telling the story of your business, in many different ways, will demonstrate why you're a great fit for your potential customers and why that will make them feel more connected to your company.

Session includes:

- Why customers are looking at how a business operates, what their ethics are and whether they want to be associated with them
- Why price isn't the only decision
- How social media provides an avenue for you to convey your best business self and give customers the confidence they're looking for
- The specific features available in social media that allows you to tell your story
- How to tell your story that connects with the customer
- Hints and tips to get it right and things to avoid!

GETTING STARTED WITH VIDEO MARKETING

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 1 HOUR

80% of video marketers say video has directly helped increase sales.

In a busy society, target audiences no longer have the time nor the inclination to spend time trying to understand complex messaging from businesses. Video is a great way to capture the engagement of viewers and drive a target market towards action.

In this webinar, we'll discuss the benefits of using video in your organisation's marketing effort and how to start coming up with ideas for creating video that anyone can achieve with even a small budget.

Session includes:

- Why video is an important part of a marketing strategy
- Areas/platforms that can use video
- How video engages viewers
- Ideas for creating video, with minimal equipment or budget



HOW TO HAVE GREATER IMPACT WITH SOCIAL MEDIA

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 2 HOURS

Most businesses understand the potential power of social media to create awareness of their products and services. But social media is a noisy place. How do you ensure that your message is seen and paid attention to? How do you stop people from simply scrolling past?

In this seminar, we will look at different strategies to get noticed, and the best functions within the platforms that will contribute to generating leads and sales for your business.

Session includes:

- How social media has changed to become an overcrowded marketplace, with businesses competing with other businesses and friends and family
- Understanding the best objectives when using social media for your business
- Algorithms – are they your friend or foe?
- Which content types are currently gaining traction
- Strategies for starting conversations on social media
- Why every business needs to consider a budget for social media advertising

VIDEO MARKETING WITH ONLY A PHONE

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 3 HOURS

Video is a preferred format for most social media channels. Website visitors will watch a short video as an introduction to your business, or to find out how you will be able to help them. YouTube is the second largest search engine after Google. Fortunately, you don't need lots of equipment to take advantage of video.

Most people have access to a video recording studio that fits right in their pocket. Today, smartphones are so sophisticated that they can record in high definition, with decent audio and even allow you to edit your film on the device itself.

When we know that video is a preferred content by platforms and audiences alike, it makes sense for all businesses, regardless of size, to use video in their marketing. In this workshop, you'll learn how to make the most of the technology you have to hand to get better results from video.

Session includes:

- Why video is an important part of a marketing strategy
- Ideas for creating video
- Basic video content structure
- Filming using your phone
- Lighting and audio options
- Editing your video
- Tools to assist you
- business needs to consider a budget for social media advertising

DON'T BE A TWIT, TWITTER IS LIT

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 3 HOURS

Twitter is often maligned as a negative space full of trolls. Yet the same space that exists for commentary on current world affairs is also a place where a business can converse with its target market.

Regardless of your industry, Twitter offers a place where conversation between a business and customer can take place – either as part of a wider discussion, or a one-to-one dialogue. But it's not just limited to 280 characters. Twitter is a multimedia platform encompassing images, video and audio. Using more features will generate better results whether you want to use it for lead generation or customer service.

In this workshop, you'll learn about the many features you should be using but possibly aren't, and how you can use the platform to push your business forward.

Session includes:

- The Twitter opportunity for businesses today
- Crafting a bio and profile
- Tweeting and content creation
- New content types and how to use them
- Engaging with other accounts
- Getting involved in conversations around your industry or niche
- DMs and their use as a customer service channel
- Building lists for lead management

SERIOUSLY, PEOPLE ARE STILL USING FACEBOOK

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 3 HOURS

Do you currently use Facebook to help promote your business or organisation? If so, you'll need to start optimising it, so your audience has all the information its need to do business with you.

Organic reach for Facebook business pages stands at around 1-6%. It's harder than ever to get your content seen. But people do look at Facebook pages and, particularly if your audience is on Facebook, an optimised Facebook page will help your content perform better and provide them with all the information they need about you.

The content you create will go a long way towards improving the amount of people you can reach. Having the right content strategy will see your results improve.

Session includes:

- Facebook today – how people use the platform now
- Setting up a Facebook business page
- Content strategies for increased reach
- Facebook groups
- Using Facebook for customer service
- When to use organic versus paid posts

OPTIMISING YOUR FACEBOOK PAGE

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 1 HOUR

Do you currently use Facebook to help promote your business or organisation? If so, you'll need to start optimising it, so your fans have all the information they need to do business with you.

Organic reach for Facebook business pages stands at around 1-6%. It's harder than ever to get your content seen. But people do look at Facebook pages and, particularly if your audience is on Facebook, an optimised Facebook page will help your content perform better and provide them with all the information they need about you.

LINKEDIN: HOW TO TAKE YOUR TEAM FROM WTF TO THE GOAT

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 30 MINS

You've decided to use LinkedIn as part of your business's marketing strategy, but how do you get more eyeballs on your messaging? How do you get buy-in from senior leaders and team members in utilising this platform to promote your business as leading in your industry? In this session, Paul will talk through strategies for bringing your team with you on your LinkedIn journey and ways they can support your businesses strategy on the platform.

STOP WASTING TIME: HOW TO SELECT THE RIGHT SOCIAL MEDIA PLATFORMS FOR YOUR BUSINESS

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 2 HOURS

You know you need to use social media to help promote your business, but perhaps you're worried that the choice is too overwhelming. How do you know which platforms to use for your target market?

Whether it's Facebook, Twitter, LinkedIn, Instagram, Pinterest or even TikTok, it takes time away from delivering products and services to your customers. In this seminar you'll get a summary of the major platforms, who is using it and what businesses can use it for so that you can choose which platforms you should focus on and which ones you can avoid.

Session includes:

- A brief summary of how businesses can use social media to promote themselves
- A run through of each of the major platforms
- Demographic information on users
- Key industries that platforms work for
- Different content creation types that exist within them



START PODCASTING FOR YOUR BUSINESS

AVAILABLE:  IN-PERSON

SESSION LENGTH: 6 HOURS

There are over one million active podcasts available to listen to worldwide. Although it sounds a large number, it's still nowhere near as competitive a space as the Internet or social media for being discovered.

Podcasting is a popular format for the sharing of ideas and concepts, of diving deep into interesting topics and building audiences of loyal fans, interested in the subject matter. Businesses can take advantage of the changing ways audiences access content by demonstrating their knowledge and expertise while creating an opportunity for those audiences to connect to them.

In this workshop, you'll learn why a business should consider podcasting and the strategies needed to successfully produce and launch a podcast.

Session includes:

- Reasons to consider podcasting for your business
- The key stages of podcast production and promotion
- Defining purpose and aligning podcasting with your business goals
- Structure and format decisions
- Naming your podcast
- Production of the podcast, including edition
- Where to host your podcast and distribution options
- Artwork, promotion and general marketing

THE SOCIAL MEDIA HIGH STREET

AVAILABLE:  ONLINE  IN-PERSON

SESSION LENGTH: 2 HOURS

The high street has had a tough time in recent years. The pandemic has added even further strain on retail businesses trying to succeed. But we've seen that retail businesses that have made the transition online have been able to continue to trade successfully over the course of the last 18 months.

Social commerce, or social shopping, is another way for you to inspire your customers and provide them with another, convenient way to do business with you.

In this workshop, you'll learn about the core concepts behind social commerce, which social media platforms have shopping functionality and how your publishing strategy can help you increase sales.

Session includes:

- Why social media represents a great opportunity for retail
- Selecting the right platforms for your audience
- Content creation and posting strategies
- Customer service capabilities
- Social shopping integration
- Analytics – understanding what's working

USING SOCIAL MEDIA TO MARKET YOUR BUSINESS MORE EFFECTIVELY

AVAILABLE:  IN-PERSON

SESSION LENGTH: 6 HOURS

Most companies today wish to use social media as part of their marketing strategy. Social media presents an opportunity to connect with target audiences and deliver information about your business, whether that's informational, promotional or community driven.

There are many options to choose from and consideration of the different platforms and content types can be overwhelming. It's helpful to understand where your target audience may be, what they are using and the types of content they need

In this workshop, you'll learn about the different platforms that exist, the content formats that are working and how to use your time effectively so that you can also get on with the job of working within your business.

Session includes:

- What is social media and how does it fit into a marketing strategy?
- Content types across platforms and how audiences interact with them
- Building an audience persona to help you select the appropriate platforms to use
- Content planning
- Using language effectively in your social copy
- Social media as a customer service tool
- Analysing social media performance

WHAT'S NEW IN SOCIAL MEDIA

AVAILABLE:  ONLINE  IN-PERSON

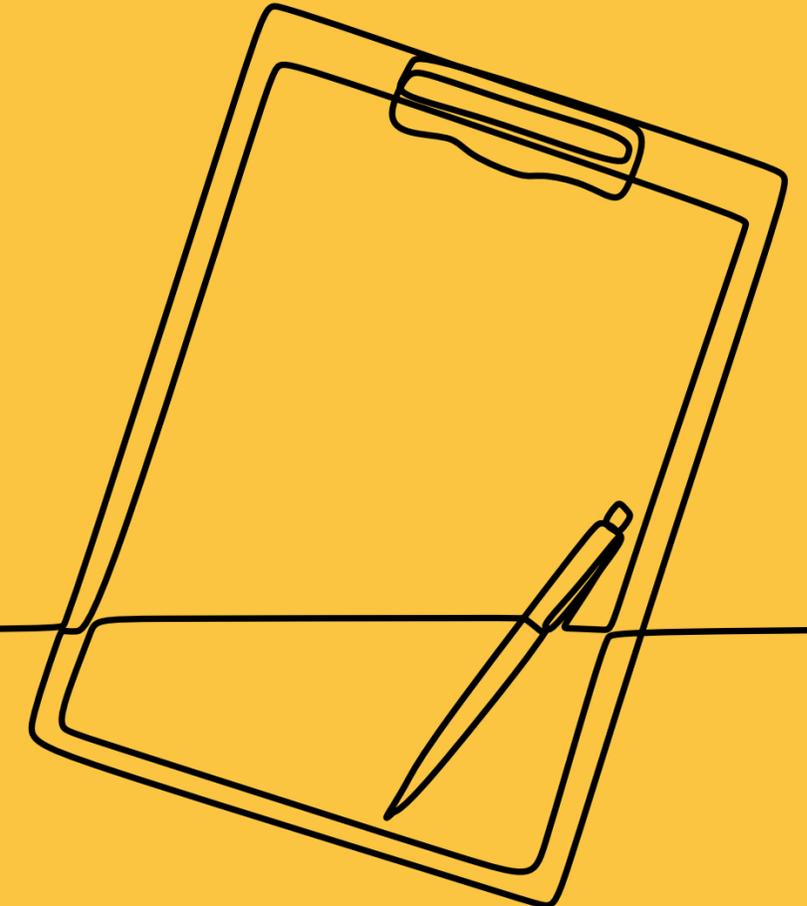
SESSION LENGTH: 1 HOUR

These days it feels like the world of social media is changing on a daily basis. The problem is what is worth knowing and what is just another shiny new object?

With many businesses investing more time across social media, it is vital to have an understanding of what changes have happened across the social media channels, how those changes might impact your business and / or your social media strategy and how you might be able to take advantage of those changes.

Session includes:

- Core social media concept changes
- Changes to Facebook
- Changes to Twitter
- Changes to Instagram
- Changes to LinkedIn
- Changes to Pinterest
- Changes to other platforms including TikTok



CONTACT US

HEY@LIKEMIND.MEDIA



01509 323363



WWW.LIKEMIND.MEDIA



LIKE
MIND
MEDIA